DIRECTORATE OF DISTANCE EDUCATION

M.C.A.

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31542

COMMUNICATION SKILLS

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UNIT I COMMUNICATION

1.1 INTRODUCTION:

Communication is a form of expression and an art. It requires formal training for grooming. In a broad sense, communication also means spread of information or transmission of data. It is not only language and richness of vocabulary but the way of speaking. Communication changes from person to person and from level to level. If one can communicates well, he/she can get his/her message across to others in an effective way.

Communication skills are so important in one's personal and professional life. There are many individuals who find these skills to be stumbling block to their progress. They struggle to convey their thoughts and ideas in an accurate manner, making it difficult to progress and nearly impossible to lead well.

However, there is hope for anyone who finds communicating to be difficult. These skills can be practiced and learned. It takes learning about how communication works, how to communicate exactly what it is the sender want to say, what mode of communication is best, and what factors are influencing the ability for you to send and receive messages with acumen.

1.2 WHAT IS COMMUNICATION AND EFFECTIVE COMMUNICATION?

Communication is a tool and process that allows a person to create and share the feelings, thoughts and opinions with another person.

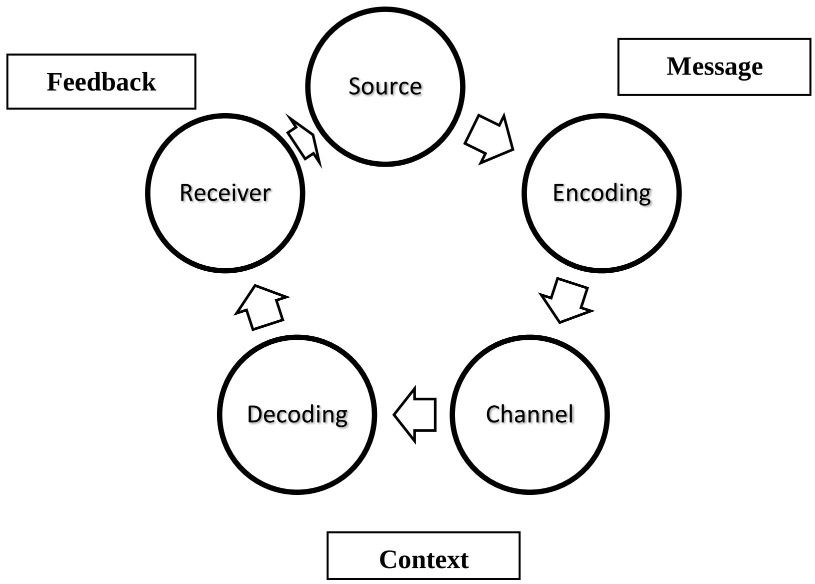
Effective communication is creating a desire impact and response from the receiver through communication. For Example, motivational speakers.

Effective communication is a concept that emphasizes the importance of the fact that our productivity and efficiency increase when we listen to a message and respond to it after understanding it in the manner it was intended to by the sender. It is a fact that to rise in life. It is a fact that every individual is different and communicates in a different manner the presentation of a message or viewpoint is not all that is there in communication. Of course, it is important, but equally important is how you adjust according to the personality of the listeners to s carry across your point of view.

Effective communication helps us better understand a person or situation and enables us to resolve differences, built trust and respect, and create environments where create ideas, problem solving, affection, and caring can flourish. As simple as communication seems, much of what we try to communicate to others—and what others try to communicate to us—gets misunderstood which can cause conflict and frustration in personal and professional relationships by learning these effective communication skills, you can better connect with your surrounding people.

1.3 COMMUNICATION PROCESS

The communication process involves multiple parts and stages:





Source:

The source of the message is the sender. The sender must know why the communication is necessary and what result is needed.

Message:

The source of the message is the sender. The sender must know why the communication is necessary and what result is needed.

Encoding:

Encoding is the process of taking your message and transferring it into the proper format for sharing it with your audience. It requires knowing your audience and ensuring that your message provides all of the information that they need.

Channel:

The channel is the method of communication that you choose such as face-to-face, by telephone, or via email.

Decoding:

Decoding is the process of receiving the message accurately and requires that your audience has the means to understand the information you are sharing.

Receiver:

You have expectations for a response from the receiver when you send a message. You can increase the chances of getting this result by addressing your audience's concerns or addressing specific benefits as part of your communication.

Feedback:

Feedback lets you gauge how successful you were at communicating. It also offers a chance to adjust your communication process for the future.

Context:

Context involves things such as your relationship with your audience, the culture of your organization and your general environment.

1.4 DIFFERENCE BETWEEN COMMUNICATION AND EFFECTI VE COMMUNICATION



Communication is a two-way process where the speaker says something and the listener receives something. However, effective communication ensures that the recipient gets just the message that the sender intends to give.

For an instance,

Boss to Clerk – "I want you to bring the file to my table"

John to Jim – "Lets plan out a dinner tonight"

In the former dialogue the Boss left the poor clerk confused as he forgot to mention the name of the file. The boss did communicate to his clerk but the message was not clear. In the latter John did not mention Jim the type of restaurant. Both are the examples of ineffective communication.

"I Want Tea" is **Communication**

"I want strong tea with less sugar" is **Effective Communication.**

UNIT II- EFFECTIVE COMMUNICATION

2.1 TIPS FOR EFFECTIVE COMMUNICATION

- The pitch and tone of the speaker must be loud and clear and respond the way the receiver actually wants.
- Do not stammer or eat words.
- Keep the receiver in mind while speaking
- Cross check with the receiver about the sharing ideas
- Have a good eye contact with the receiver

Effective communication goes a long way in passing the correct and the desired information to the recipient and the work is accomplished without errors in a short span of time. Effective communication also nullifies the chances of misunderstanding, conflicts and errors which might crop in cases where the message is not clear.

2.2 IMPORTANCE AND SIGNIFICANCE OF COMMUNICATION:

FOR TRANSFER OF IDEAS:

To transfer ideas from one person to another, communication plays a vital role. Every human being has some ideas that are unique to his own mind. many of these ideas can be implemented in real life and can turn into major creations too. But to make the

transition from just a thought to an implementation, it requires effectual communication. Hence, the idea should be communicated as a plan, drawing or description so that it can be created further.

FOR INTERACTING WITH SOCIETY:

It is very important that we interact with our surroundings and people living in the surroundings. Whenever we talk to someone, we, knowingly or unknowingly, react to the questions, actions or comments. This is communication. While corresponding to someone in any way, we are actually communicating. Healthy communication is essential for a healthy society.

FOR EDUCATION:

To educate someone, we need to communicate the ideas in the syllabus to the student. Education involves a collection of all kinds of communication i.e., audio, video, books and lectures. However, herein the deal is not just to communicate, but to communicate effectively. Inefficient communication can lead to transfer of ambiguous knowledge.

TO UPDATE ONE SELF:

In the modern world, nothing is more important than staying up-to-date. Only through proper channels of communication can people be updated with current affairs and important events across the globe. Communication is the actual transfer of information through various mediums in such a way that it caters to the needs of people

from different strata of life.

2.3 PRINCIPLES OF EFFECTIVE COMMUNICATION: TEN COMMANDMENTS

- Be simple (Avoid pomposity & complexity)
- Be brief (Avoid verbosity & superfluity)
- Be clear (Avoid ambiguity & obscurity)
- Be accurate (Avoid factual errors & grammatical errors)
- Be non-discriminatory (Avoid sexist, racist, ageist, and discriminative words)
- Be sincere (Avoid artificiality)
- Be positive (Avoid being negative)
- Be focused (Avoid beating about the bush)
- Know yourself(Be clear about the topic)
- Know the audience (Adapt your content and style to suit the audience – their age, sex and background (the cultural, the social, the economic, the religious etc…))

BEAR IN MIND: 7CS

Whatever is your form of communication, be it oral, written or non-verbal, the following Seven C's are to be kept in mind:

- ✓ Candid (Be frank , free, sincere)
- ✓ Concise (Be brief)
- ✓ Considerate (Be careful, not to wound the feelings of the audience)
- ✓ Clear (Be clear both in words and thoughts)
- ✓ Complete (Be inclusive of all facts the reader needs)

- ✓ Correct (Be accurate in every respect like spelling , grammar, format , and content)
- ✓ Courteous (Be polite and respectful)

2.4 THE FLOW OF COMMUNICATION

(The Channels of Communication)

- Formal & Informal methods of communication:

Information flows both formally and informally in an organization.

THROUGH FORMAL CHANNEL:

i. The organization's policy matters and procedural changes

ii. The manager's orders, instructions and confidential matters

iii. The employer bringing information to a supervisor's attention.

THROUGH INFORMAL CHANNEL:

Transmission of official news through unofficial instructor for example teatime gossip and casual gatherings.

FOUR DIFFERENT CHANNELS OF COMMUNICATION

i) Downward communication:

* It flows from a higher level to a lower level.

Examples:

* A communication from the general manager of the company to the branch manager of the company.
* Annual confidential report
* Face to face conversation

ii) Upward communication:

It flows from subordinates to superiors.

Examples:

- A business report from the branch manager of a company to the managing director of the company
- Business proposals
- Suggestion box
- Grievance committees
- Employees' attitude ,surveys, reports, reviews etc.,

iii) Horizontal communication:

It takes place among peer groups or hierarchically equivalent employees working on the same level.

Examples:

- Informal discussion
- Telephone calls

- Teleconferences
- Video conferences
- Memos
- Routine meetings etc.

iv) Diagonal / Cross-wise Communication:

- It flows in all directions and cuts across functions and levels in an organization.

Example:

A sales manager communicates directly with the vice-president who is at a higher level.

THE LEVELS OF COMMUNICATION:

Human communication takes place at different levels.

i. Extra personal
ii. Intra personal
iii. Communication with the soul
iv. Inter personal
v. Organizational
vi. Mass

I) EXTRA PERSONAL COMMUNICATION:

- It is the communication between humans and non-humans.
- Communication with other animals is necessary. They may not understand our language but, after training, after experience or after a long association, they can understand our instructions by some sounds, words or gestures. They also understand and share our feelings of joy, sorrow, etc. and may respond to our feelings of hatred, anger etc.

Example:

Domestic pet dogs, cats etc. express their mood, hunger, joy, sorrow etc. by typical sounds or gestures. We are familiar with the tail movement of a dog, bowing down with front legs, nodding the head, staring at you with eyes full of love, barking at strangers.

II) INTRA PERSONAL COMMUNICATION

- It takes place within the individual.
- Basically it involves inward and outward transmission of signals, which is internal communication within the body and with the brain. When we are interacting or interfacing with the external world, some external communication is necessary but, at the same time internal communication is going on within the body of a person. It is intrapersonal communication.

Example:

Use of fan, or air-conditioner, heater, umbrella, music system or anything else.

III) COMMUNICATION WITH THE SOUL

- There is one internal communication of a slightly higher level. Instead of considering one's self as Mr. X dealing with Mr. Y, an individual is considered as a soul.
- Soul is considered to be the gift of God, it is pure and peaceful. It is beyond the feelings of the physical body. As a soul, when an individual isolate himself from its identity as a physical body, he is beyond the short time feelings like physical joy, worldly happiness, sorrow, grief, anger etc. This super channel communicates with the brain in a different way.

Example:

Meditation, spiritual approach and prayer.

IV) INTERPERSONAL COMMUNICATION

- It is direct one to one communication between two persons or communication in a small group.
- It is the test of interpersonal skill
- This type of communication is bidirectional or mutual and interactive.

Example:

A dialogue or a conversation without the intervention of another person or a machine like telephone.

v) ORGANIZATIONAL COMMUNICATION:

- It takes place in an organization at different levels.
- There may be internal operational communication, external operational and personal communication.
- Internal operational communication: For the operation or working of an organisation, some communication is necessary at the internal level. For instance, working members meeting of a company
- External operational communication: The working of the organisation also, requires communication with external bodies, external persons or stake holders. For instance, General body meeting with stakeholders
- Personal communication: Within the organisation, exchange of official information, there may be personal talks. For a building of a good organization, it is very much necessary. Personal touch among the colleagues and from the senior officer helps in team building, developing mutual trust and inspiring confidence among them.

VI) MASS COMMUNICATION

It is generally identified with the tools of mass communication.

- Books, the press, the radio, the television, and the internet.
- Oral communication through mass media such as microphones, amplifiers etc.,
- Communication through the written mass media - print or visual media.

UNIT III - TYPES OF COMMUNICATION

3.1 TYPES OF COMMUNICATION

There are two broad categories of communication, called verbal communication and non-verbal communication.

- Communication through language is called verbal communication.
- Communication through symbols and signs is called non-verbal communication



Verbal Communication: Verbal oral &Verbal written

- ➢ Time factor differentiate the oral method and the written method.
- ➢ Oral method is always speediest in interchange of message at individual level.
- ➢ Written method is always slower in preparation in conveyance and in perception.

Verbal-Oral Method

- It includes eye-contact, facial expression, gesture, posture, pitch, voice, articulation, pronunciation, etc.
- Public speech / lecture (with or without the use of microphone)
- Telephone (Defect in mechanical device and the non-class speech are major problems.)

Verbal Written Method

- Latter (Ordinary mail, Express mail delivery, Speed post, Registered post, etc.,)
- Memo / Memorandum.
- Notice.
- Telegram.
- Telex.

Non – Verbal Communication

Non-verbal Visual & Non-verbal Aural

Non – Verbal Visual:

- ➢ Maps (for geographical information)
- ➢ Graphs and charts (for statistical information)
- ➢ Posters (for advertising / internal communication or instruction)
- ➢ Signs (A skull and a pair of cross bones for warning of danger)
- ➢ Red , green, yellow colors (as traffic signals)
- ➢ Pictorial symbols (traffic symbols for the driver / pedestrian / common man)
- ➢ Auditory symbols :

i. Drum beats by the tribal to convey message to the distant people in deep forest.

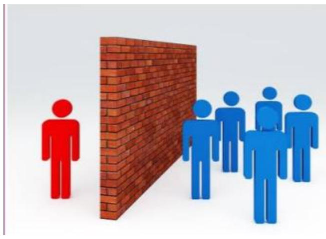
ii. Sirens in factories during fire accidents in factories to vacate the place immediately.

iii. Bells and buzzers to indicate the starting and ending of work periods.

iv. Morse code, a set of sound symbols used to convey telegrams

3.2 BARRIERS TO EFFECTIVE COMMUNICATION

Barriers are obstacles. They cause problems in communication:



PHYSICAL BARRIERS:

Physical distractions may easily disrupt conversation.

Examples:

- Noisy places like shopping malls, cinema houses, workshops, foundry, manufacturing units.
- The loud music, traffic hours in the background the cawing of crows or a plane passing overhead.
- Sultry, suffocating classrooms with no fan or air- conditioners.

PSYCHOLOGICAL BARRIERS:

Psychological and emotional disturbances can be an obstacle to effective communication

Examples:

- Lack of interest, patience and concentration
- Fear of subordinates towards superiors
- Negative attitude or dislike towards a person
- Sleeplessness, ill-health, effects of mood variation.
- Self-image or thinking too-much of themselves

LINGUISTIC BARRIERS:

- A badly expressed message may lead to improper understanding.

Examples:

- Lack of knowledge of different shades of meaning.
- Lack of technical knowledge
- Poor vocabulary
- Incorrect pronunciation
- Improper intonation

MECHANICAL BARRIERS:

Examples:

- A faulty telephone
- A whistling microphone
- A cross talk heard over intercom links
- The wrong placement of loud speakers

DIFFERENT BACKGROUNDS:

The interpretation of meaning can create misunderstanding during inter –cultural communication.

Examples:

Differences in age factors, educational attainments technical know- how, cultural background, financial status, language variations etc.

UNIT IV – CONVERSATION

4.1 FORMAL:

Greeting someone/ a stranger you meet for the first time.

Stage I:

Greetings	Time	Response
Good morning	In the morning / before lunch time	Good morning!
Good afternoon	In the afternoon / after lunch until 4'o clock	Good afternoon!
Good evening	In the evening / after 4'o clock until bed time	Good evening!
Good night	While leaving someone at night/ before going to bed	Good night!

Stage II:

Greetings	Response
How do you do?	**Glad / Nice / Pleased to meet you**

N B: Don't say "Fine, Thanks, pretty well, thank you

Greeting someone You Already Know

INFORMAL:

Greetings	Response
Hi, nice to see you again? Nice to see you	Hi, what a surprise! Hi, hello, Nice to see you again. Nice to see you!
How nice to see you again ? (A smile / a	How nice to see you again! (A Smile / a wave of hands)
Hi, hello, how is a thing?	Fine, thanks / All right / Thanks
How is it going?	Very well, thanks.
How are you?	How are you?
All right? Are you all right?	What about you?
Okay?	Are you?

N B:

Greetings listed above should not be asked while meeting a stranger.

Don't say: Fine, thanks. Pretty well. Thank you.

In the word group - How is a thing? - **is** more common than **are. Is** has become an idiomatic expression.

Greetings: Informal (step by step)

To greed someone you already know.

Informal greetings (to friends, relatives)	Informal response
Hi / hello! (a smile / a wave of hand)	Hi / Hello! / Hello John! Nice to see you! (after such a long time) I haven't seen you for a long time. Hi! What a surprise! (a smile / a wave of hand)
How are you? How is everything? How is it going?	Fine, thanks. / Pretty well. Thanks.
I'm getting late / I must rush now. So bye.. bye…	Bye (name) see you! Its been nice talking to you /Meeting you Good bye / See you again / See you

4.2: INTRODUCING PEOPLE

Example:

Shanti: Yoga, this is my friend, Priya. Priya, meet my friend Yoga.

Yoga: Hello, Priya, Shanti has been talking about you all time.

Priya: Hello, Yoga. Glad to meet you. I've been hearing a lot about you from Shanti.

iii. Congratulations

Formal	Response
Congratulations! We are very proud of you	Thank you, sir.
Congratulations on your wonderful performance!	I thank you.
Let me offer you my congratulations	Thank you very much
I was thrilled to hear about your new job	It is very kind of you
You deserve all the luck in the world	You are very kind
I was delighted to hear about you	
Many congratulations to you. I am very proud of you.	
We'd like to congratulate you.	
I do think you are a lucky person	
I think you deserve it	
I thank you for your congratulations and good wishes	
That was excellent. Congratulations!	
I congratulate you, for you have done a good job.	

Example:

Miss Viji has been appointed Principal of an arts college. Miss Vidya congratulates her.

Miss Vidya: we heard you have been made Principal of Kongu college. Congratulations! We are very proud of you.

Miss Viji: Thank you very much. You've always been my well-wisher.

Congratulations

Informal	Response
Congrats Well done. I am so happy for you. Many, many congratulations. I am so glad. Hey, you've got the job, congratulations! Splendid, you must be very happy.	Thanks Nice of you to says so.

Example:

Nataraj has won the first prize. His friend Ravi congratulates him.

Ravi: Well done. I know you would stand first.

Nataraj: Thanks, Ravi. Nice of you to say so.

Example:

Tom goes to the general manager, Mr.Sam with a request for permission.

Tom: Good morning, Mr. Sam.

Mr. Sam: Good morning, Tom. What's the matter? You look worried.

Tom: My son is not feeling well. I have to take him to hospital. I would be grateful if you could permit me one hour to go to hospital.

Mr. Sam: That shouldn't be a problem.

Tom: thank you very much, Mr. Sam.

Thanking (Formal)	Thanking (Informal)	Response
I can't tell you how grateful I am.. I do not know how much I am thankful to you… I do not know bow to thank you.. I'm really grateful to you.. I thank you for .. I do appreciate.. I would like to thank you for… Thank you so much.. Thank you very much.. It is very kind of you / nice to you.. That is very kind of you… That is really great of you.. Thank you for everything / a marvelloustime.. We are obliged to you / indebted to you …	Thanks .. Thanks a lot.. Manythanks.. Thanks so much.. A million thanks….	You're welcome. Oh, it is a pleasure. Not all. That is all right. Glad to be of help. No problem.

4.3 THANKING/THANKS/ EXPRESSING GRATITUDE:

Example:
Gopal thanks his friend Krishna for the birth day gift.

Gopal: Thanks a lot for the gift.

Krishna: My pleasure. I'm so glad you like it.

Gopal: Why don't you come home for lunch?

Krishna: Oh, sure. Thanks.

4.4 REQUESTING AND THANKING:

Formal	Informal
Mrs. John: Excuse me. Could you help me, please? Banker: Yes, ma'dam. What can I do for you? Mrs. John: I'd like to open an account in your bank. Could you help me? Banker: Certainly, ma'am. I would be happy too.. Mrs. John: Thank you for being so kind to me. Banker: Okay. It's my duty	Tom: I'm back from the post office. Thanks for taking care of my baby Dick: Oh! It's a pleasure. Tom: Hope it's not a problem. Dick: Not at all. Tom: Thanks again. Dick.

UNIT V CONVERSATIONAL TIPS: SET PHRASES / PATTERNS

5.1 GRANTING PERMISSION: FORMAL

Asking permission	Giving / Refusing Permission
May I be permitted…? May I (Please) …? Could I ….? Could I have permission ….? I wonder if I could….? Might I …? Kindly allow / permit me. We would like your permission, please. Would you mind my … ing? Would you mind if I …?	All right. Certainly. Most certainly. Please do all by means. No, you can't / may not. That would be fine.

Example:

Jones and his teacher James.

Jones : Good morning sir.

James: Good morning, Jones. Is there anything I can do for you?

Jones : Sir, may I go home earlier. I am not feeling well.

James : Yes, you may.

James : Thank you, sir

Granting permission: Informal

Asking permission	Giving / Refusing Permission
Do you mind if…. Is it ok if I…. Do you think you could lend me …. Is it all right if … Can I please (less formal)? Mind if I ….?	Oh, sure. Go ahead. Yes, of course. I'm afraid you can't I'm sorry. Yeah, sure. Okay.

Example:

Jones : Do you think you could lend me your pen?

David : Yes, of course. Here you are.

Jones : Is it alright. If I keep it ..

David: Oh. Sure.

Advising: Asking for advice and Giving advice

Asking Advice	Giving Advice
What do you think that I should do? Should I travel by bus of by taxi? I'm sorry to worry you with my problem. But I really do need some advice. I have no idea to go about doing it. Why should I do? Could you give me a bit of advice? Can you tell me what should I do? Why do you advise me to do? I should like to ask your advice. I can't make up my mind to go or not.	I would advise you to do… You'd better make a complaint. I think you ought to build up your vocabulary.

Example :

Student : Sir, my score in English is very low.

What can I do to improve it .

Teacher : Well, I think you have to build up your vocabulary.

Student : How can I do that?

Teacher : You should learn two words every day. Read novels regularly. It'll help you.

Student : Yes, sir. Thank you.

5.2 WARNING:

Giving warning	Example
Look out / Watch out / Be careful. Do be careful. You'd better be careful. See that you don't. Mind you don't. It does not sound like a good idea. You'd better not. I don't think it's a wise move.	A : I don't think you should drink this water. You know it is not safe. B : But I feel thirsty. A : Look. It is not advisable to drink this water to quench your thirst. Bring your own water. B: I did. But I finished it in the afternoon. A : In that case, why don't you bring a large bottle of water ? B : Thanks. I'll follow your advice.

5.3 APOLOGY: FORMAL

Apologising	Response to an Apology
I must apologize for talking in the class. Please excuse me for it.	It is perfectly all right. Forget it.
Please forgive me for it.	That's all right. You don't have to feel bad about it. Never mind it.
I am really sorry for it. I won't do it again.	Don't worry about it. Anyone can make a mistake.
I am sorry. I am late.	Don't let it bother you.
Excuse me for being late. The bus didn't turn up.	That'sokay but please be on time in future.
Look. I must really apologize for what I have done.	It does not matter but don't let it happen again.
I am very sorry that this has happened.	It really does not matter.
I am sorry if I worried you.	I do beg your pardon.
Look I have to leave early. I hope you will excuse me.	No problem.
	Forget about it.
	It does not matter.

Example :

The student, Sethu to Professor Das;

Sethu:Excuse me for being late sir. The bus din't not turn up. I had to walk.

Prof. Das : That's ok. But be on time in future.

5.4 APOLOGY: INFORMAL

Apologizing	Response
I'm awfully sorry I'm terribly sorry. I'm really sorry. **Example :** Sorry, Ram. Will you forgive me. I really feel a bad about it.	Not at all. Don't worry about it. **Example :** Please, don't worry Ram

Suggestions

Formal	Response
We would be glad to have you with me/ us. We would be delighted to if you have joined us. I wonder if I could request you to join me / us. I wonder if you could join me / us. Would you like to join us? Why don't you have to dinner or lunch with us / me?	It's very nice / good / kind of you. I would like to thank you. I do appreciate I'm really grateful to you. I'm obliged to you.

Giving opinion: Asking for opinion / advice

Formal	Informal
What do you think I should do? What should I do? What do you advice me to do? What are you views on ….? What do say to? What is your opinion? What do you think about this? What do you think about her? What do you think of this book? What is your opinion of your new boss? What is your opinion about her? What do you think about her?	I'm sorry to worry you with my problems. But I really do need some advice. I would like to ask your advice? Would you remain silent if I were you? I can't make up my mind ……to go or not. Can you tell me what should I do Could you give me a bit of advice? How should I dress? Should I travel by bus if car Do you like her Does it look very bad Was the lecture interesting? Do you have any views on the suggestion given?

Informal: Expressing Agreement and Disagreement

Agreeing		Disagreeing
Sure. Yes. I agree with you. That's allright. Yes, I agree. Yeah, sure. Yes, I suppose so. Of course. Yes, it was superb. I think so. I believe so. I quite agree. Quite right. True enough. Exactly. Definitely. Yes, it is. Certainly.	Yes, you are absolutely right. Yes, with pleasure. No problem. All right. Yes, certainly. Yes, o.k.. Yes, it was pleasure. No problem. All right. Yes, certainly. Yes, o.k. Yes, of course. Oh, then sure. By all means.	I don't think so. No, it isn't. No, that is not correct. Nonsense, it is not true. Rubbish, it is not true. What nonsense, I don't think it is true. Oh, surely not. Oh, come on! You can't be serious. That's not true. No,no,no. I don't agree. Oh. No, not agree. You're joking, aren't you?

5.5 TELEPHONE CONVERSATION/ TELEPHONE ETIQUETTE

(Telephone Conversation: Do's and Don'ts)

INTRODUCTION:

- The 'Telephone' comes from two Greek words meaning 'far' and 'sound'.
- Telephone is one of the commonest and fastest ways of connecting persons.
- Telephone is simple, handy and economical.
- Nowadays, even with e-mail and the Internet, the telephone is still probably the most common means of communication.
- Telephone, therefore, has been termed a priceless means of

communication.

5.6 TELEPHONE MANNERS: DO'S AND DON'TS

- Be brief on telephone. Keep calls as short as possible. Don't talk longer. You may be wanted by others.
- Be courteous. Cultivate a pleasant voice. Don't sound angry or aggressive, hurried fluttered or imperfect. Your tone may betray your temperament. Talk as in a face to take communication.
- Speak naturally.
- Speak clearly and distinctively. Articulate and enunciate correctly, clearly and concisely.
- Don't use slang. In case of ambiguity, t or d, use the phone code: t for table, d for day.
- Speak slowly. Slow down your speech or slow down at a slower rate.
- Don't speak too loudly, too quietly, too quickly. Words may be missed or mistaken or misunderstood.
- Don't eat or drink when talking over the phone.
- Be prepared to answer the phone when it rings. Answer the phone not later than the second rings.
- Don't engage your telephone longer than necessary.
- Let the caller hang up first/ put down the receiver first, so that he does not feel you have cut him.
- End all calls courteously. End calls with a pleasant 'Good bye' or 'Thank you', not with a 'bye-bye'.

Making Calls:

- Wait for seconds for the receipt of a Ring Back Tone/ busy tone. It may take a few secondly for the dial tone to be received.
- Don't deal for 2mts if the wanted person is engaged.
- Dial numbers carefully to avoid getting wrong number.
- If you end up calling a wrong number, apologize before hanging up.
- Don't transfer the call to someone, unless it is required.
- Don't Tap hook switch during the process. Tapping of a Hook switch in succession may put the telephone out of order.

Receiving Calls:

- Lift the receiver promptly.
- Reveal your identity.
- Hold mouthpiece promptly.
- Don't abuse the caller or slam down the receiver, if a wrong number comes to you.
- Let the caller put down the receiver first, so that he does not feel you have put him off.

5.7 ANSWERING THE TELEPHONE AND ASKING FOR SOMEONE

FORMAL:

The telephone rings in Kumar's house.

Kumar **:** Hello. Kumar.

Caller **:** Could I speak to Mr.Ananth, please.

Kumar **:** May I know who is calling.

Caller: I'm Kumar, his colleague.

Kumar: Hold the line, please. Mr.Ananth will speak to you in a minute.

Informal:

The telephone rings in Karthik's house.

Karthik **:**Hello.

Caller **:** Hi, Karthik. This is Rajesh.

Karthik **:** Hi, Rajesh. Glad to hear you.

Rajesh: Shall we go for a walk?

Karthik **:** Yes. Ok.

UNIT VI PRESENTATION SKILLS

6.1 PRESENTATION SKILLS

Presentation is important, in all walks of life, at all stages. Perfect and proper presentation involves 4P's Planning, Preparing, Practicing, and Presentation.



6.2 PLANNING:

Planning is the first step inspire-preparation well in advance. While planning the presenter must think of the purpose of presentation, audience, locale and occasion.

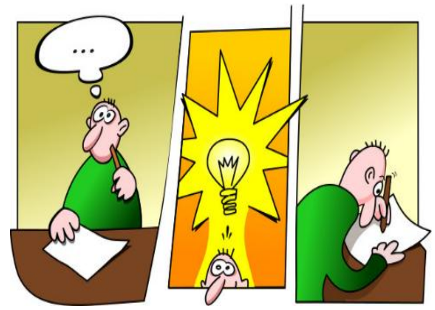
The purpose of the presentation is the most important factor.Purpose of the presentation can be achieved by proper presentation strategy. It includes a general purpose and a specific purpose.

- ✓ To inform --- to share information with the audience.
- ✓ To persuade --- to change the behavior, attitudes, beliefs, the value of the audience.
- ✓ To demonstrate --- to help the listeners know how to do something.

Specific purpose involves the identification of an idea that matches the needs, knowledge, expectations, and interests of the audience.

NOTES

6.3 ANALYZE THE AUDIENCE:



For any presentation, it is necessary to know the target group in addition to the purpose.The group may be familiar or unfamiliar to the presenter; it may be homogenous or non homogenous group. The members may be educated, uneducated, may be having different social, economical, educational and political background.It means proper background of the audience is necessary otherwise it is difficult to develop and maintain audience interest.

A udience- Who are the members? What is the size of the group?

U nderstanding - What is their knowledge about the topic?

D emographics - what is their age, gender, educational, social, and economical background?

I nterest - what are their likes and dislikes?

E nviornment - Will everyone is able to see me and hear me?

N eeds - What are the listeners needs? What are the needs of the sponsors?

C ustomised- How can I custom my speech to audience?

E xpectations – What is the listener’s expectation to learn from me?

6.4 ANALYZE THE LOCALE:

You need to find out the locale:

i. **Physical environment:** Is the venue a large auditorium or a small conference hall?

ii. **Physical setting**: Is there a podium, or a table or a public address system?

iii. **Physical condition**: Seating arrangement, room temperature acoustics, light etc.

- **Analyze the Occasion**:

i. Is it a national / an international seminars or just an internal conference?

ii. What are the procedures of the event?

iii. Who are the sponsors and the other speakers?

6.5 CHOOSE THE TOPIC AND THE TITLE:

The choice of the topic and the title of the speech should suit the audience, the occasion and the subject. After choosing a suitable title, it should he narrowed down as per the focus of your presentation.

For example, the general topic "**pollution**" may be narrowed down to:

i. Vehicles pollution hazards in Delhi. (Local focus).

ii. Pollution of the Ganges. (National focus).

iii. Ozone depletion. (International focus).

UNIT VII PREPARATION

Preparation in the main in presentation. What all the things planned get shaped in preparation. Without proper preparation the presenter cannot execute the presentation effectively. Preparation involves Introduction, Body, and Conclusion



7.1 INTRODUCTION:

The introduction should attract the attention of the audience. "First impression is the best impression".The audience's attention may be captured in several ways.

The introduction may be

aquestion: A rhetorical question with an obvious answer;

a quotation:An apt quotation that suits the central idea.

an anecdote: An entertaining event or a story.

a joke : A humorous reference. Nothing can warm u an audience than a good joke well told.

7.2 THE BODY:

The body is the heart of the speech. It contains the main contents of the presentation. Every main idea should be supported by appropriate details but not too many details. The speech should concentrate on each main point. The speech should move smoothly from one idea to another by the use of transitional expressions like **therefore, because, in addition to, on the contrary, etc.**

You can choose one of the following patterns to organize the main body of your speech.

TYPES OF ORDERS:

CHRONOLOGICAL:

Chronological arrangement refers to the narration of events in the order in which they occur in time sequence, beginning with the first event, and going on to the nest and so on.

For example:

In a speech on the concept of drama in English literature, you may start with Aristotle, move on to Shakespeare and finally end with the modern dramatists such as Shaw and Eliot.

GENERAL TO SPECIFIC:

General to specific or deductive logical order involves the process of moving from a general statement, “Pollution is a major threat to environment and also to human health” then to the specific details

such as air pollution, water pollution, noise pollution, etc.

SPECIFIC TO GENERAL:

Specific to general or inductive logical order involves the process of moving from specific details to a general statement. By observing a few specific cases of objects falling to the ground when thrown up, we arrive at the **Law of Gravitation**. “All material bodies fall to the ground”.

ORDER OF INCREASING IMPORTANCE:

This refers to arranging ideas in the order of increasing importance in writing and speech.

ORDER OF DECREASING IMPORTANCE:

This refers to arranging ideas in the order of decreasing importance.

EMPHATIC ORGANIZATION:

This order tries to avoid the disadvantages of organizing by the increasing or decreasing order. In emphatic organization, an abstract or short summary is added in the beginning. Readers get the gist of the matter and they need not wait for the main points to come at the end.

7.3 CONCLUSION

"Great is the art of beginning, but greater is the art of ending".

The conclusion should fulfill the following:

- Summaries your presentation. Repeat the main ideas.
- Reinforce the central idea. Restate the central idea.
- Remind the audience about the purpose of your speech.
- Motivate the audience to ask questions. Tell them what you want them to do, think or remember. The questions provide you with the feedback. Divert irrelevant questions to avoid wasting everybody's time. If anyone tries to monopolies the question time, handle that too by indicating that each question has to be given a fair chance.
- Provide closure clues: Use words or phrases such as **to sum up, to conclude, in conclusion, lastly, finally, as my last point, etc., to indicate** that the speech has ended.
- Another way to end your speech with a relevant quotation. For example, a speech on "Alcohol – Thrills or Kills" ends with the Japanese proverb:

  "First the man takes a drink.

  Then the drink takes the drink.

  Then the drink takes the man."

UNIT VIII PRACTICE:

Before giving a presentation, it should be practised several times.

Rehearsals should be planned well in advance between the rehearsal and the actual presentation.

Rehearsals can be had before friends, classmates, colleagues of roommates. Their responses, comments and suggestions on your presentation will help improve presentation.

While rehearsing, attention must be paid to timing. Speak slowly and pause appropriately between points.

8.1 PRESENTATION / DELIVERY:

How to make an impressive presentation?

Nuances of delivery depend on kinesics, proxemics and chronemics and paralinguistics. Kinesics means body language. It includes posture, gesture, facial expression and eye contact. Delivery is concerned with eye, face and body.

8.2 POSTURE:

Posture refers to the way we stand or sit, walk or talk. Your posture reveals a lot about you.

- Slumped posture – low spirits.
- Erect posture - high spirits.
- Lean forward - interested.
- Lean backward - not interested.
- Crossed arms - not willing to listen.
- Uncrossed arms - willing to listen.
- Don't look in one direction or at a particular section of the audience or your notes or any other object, or at the ceiling above of the ground below.
- Don't play with your tie, keys, or coins or buttons.
- Don't slump or lean.

8.3 FACIAL EXPRESSION

i. Facial expression plays an important role in non-verbal communication.

ii. You can learn much about a person's true feeling. You must be cautious.

iii. No doubt, the face is the index of mind. But it is also the mask of the mind. A man may smile and smile and be a villain.

8.4 EYE-CONTACT:

The eyes are the most expressive of the five sense organs.

Don’t look intently at one listener or at one section. You must look at all the listeners.

Do not look over the heads of the listener or at the ceiling, or a window, or the floor.

You should communicate with the audience, not with the text. Avoiding eye contact implies shyness or fear.

UNIT XIII WRITING SKILLS

13.1 WRITING LETTERS AND ITS ESSENTIALS:



Letters have been the most common form of communication among people, parties and institutions. Letters were written to relatives, friends and well wishers, it was used for social purpose.

There are two forms of letters -- formal and informal. Formal letters are official letters and informal letters are personal letters. Official letters are used for different purpose and accordingly, there may be a wide range of variation in these letters. They can be appointment letter, an appreciation letter, a promotion letter, a termination letter, an official invitation letter, a request letter, an inquiry letter for purchase of equipment, hardware, software, stationery, material or service contract, a letter to a supplier, purchaser, service provider and a leave letter. Standard writing style is followed in official letters. Personal letters are used for conveying our wishes to our bestie. There is some freedom of language followed depending on the relation between the

communicators.

FORMAT OF OFFICIAL LETTERS

Most of the business letters have the following features.

(i) sender's details (ii) Receiver's details (iii) Subject and references (iv) Courteous greeting or salutation (v) core (vi) conclusion (vii) termination (viii) outward number (ix) enclosure (x) details on the envelop.

FORMAT OF PERSONAL LETTER

(i) Receiver's details (ii) Courteous greeting or salutation (iii) core (iv) conclusion (v) sender's name.

13. 2 JOB APPLICATIONS

In Job applications the applier promises to offer his/her services to a prospective employer. It is always accompanied by the resume or CV of the applier. The Job application letter has two essential parts: Cover letter and resume or CV.

COVER LETTER

- The introductory paragraph gains attention and develop an interest in the employer
- The main body carries conviction with the help of the past performance.
- The concluding paragraph motivates the employer to take an

action of interview.

13.3 PREPARING A RESUME AND RESUME TYPES



RESUME:

A selective record of an individual's background.

A professional employment-seeking document.

A summary of an individual's

i. Education

ii. Professional training

iii. Work experience

iv. Special skills, Talents and Aptitudes

v. Activities and Interests

(Extra-curricular activities, Professional activities, Hobbies and Interests)

vi. Achievements, Accomplishments, Honours and

vii. References.

RESUME DESIGN:

There is no set pattern for a resume.

It depends on a person's background information.

It should be designed according to one's need.

PARTS OF RESUME:

The following are the standard parts of a resume:

i. HEADING:

The applicant's name, full postal address with pin code, Telephone number with area code, fax number and e-mail address.

ii. POSITION SOUGHT:

A solicited situation.

iii. CAREER OBJECTIVES:

It is a specific one sentence focused on statement expressing one's career goals to the position sought.
It occurs above the position sought
(To contribute to the growth of a leading company / an institute
To work in a challenging position with opportunities...
To work in Administrative / Faculty / Sales position....)

iv. PROFESSIONAL SUMMARY:

A one – sentence statement listing the applicant's essential skills.

v. EDUCATION:

This includes applicant's

a) Name of the institute of study.
b) Duration of the course.
c) Year of study.
d) Degree/Diploma/ Certificate with class
e) Grade obtained
f) Training program, seminars, and workshops.
g) Attended/ Paper presented / Published.

SPECIAL SKILLS:

This includes the applicant's special talents relevant to the post applied for:

a) Computer programming.
b) Computer processing.
c) Data processing.
d) Foreign languages known.
e) Software development.
f) Drafting/ Writing skills.

Activities and Interests:

a) Extra curricular.

b) Co-curricular.

c) Professional activities.

d) Hobbies.

e) Interests (Games played and won Sports events participated and won Display of Histrionic, Oratorical, Academic talents)

Achievements / Accomplishments / Honours:

These include the applicant's

a) Scholarships.

b) Fellowships.

c) Awards.

d) Accolades.

e) Distinctions.

f) Commendations.

g) Certificates.

References:

This includes the applicant's

a) The previous employer.

b) The immediate employer.

c) The teacher.

The research guide with her/ his designation, full postal address, telephone number, fax number and e-mail address.

RESUME STYLES / RESUME TYPES:

The following are the types of Resumes.

i) **Chronological Resume**: (Example to be given)

a) It organizes past employment record / education.
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ii) **Functional Resume:** (Example to be given)

a) It highlights accomplishments and emphasizes skills.
b) It provides example of experiences and skill needed for the position sought.

iii) Combined Resume:

A combined resume follows a mixed style.

a) It draws on the best characteristics of the chronological and functional resumes.
b) It highlights skills but includes detailed information about the candidate's education and work experience.

UNIT X AUDIO – VISUAL AIDS

1AUDIO – VISUAL AIDS

It is a media where the visual and aural methods are used in communication.



Example:

The cinema and the television.

USING VISUAL AIDS

10.1 INTRODUCTION:

Spoken words are ephemeral. As soon as they come out of the mouth, they evaporate into the air. Therefore speeches often need strong visual support. Ours is a visual - oriented society. An audience likes to hear as well as see information. Herodotus, the father of history, says “People trust ears less than their eyes.” The words he spoke aeons age ring true to-day.

10.2 VISUAL AIDS

Maps, Graphs, Charts, Drawings, Slides, Photographs, Blackboard, Glass board, White board, overheads, Computers, films, videos, closed – circuit TV , and video tapes.

10. 3 IMPORTANCE OF VISUAL AIDS

Using appropriate visual aids will increase the effectiveness of presentation. Good visuals may serve the following purposes.

i. They serve as speech notes. They help you present ideas without depending on notes.

ii. They increase audience's interest and help the listeners to understand easily and remember the presentation.

iii. They illustrate key points and increase the impact of message.

iv. They deliver the message more accurately and clearly than a verbal message

v. They make even the un-understandable easily understandable for people not familiar with your languages or accent.

10. 4 SUGGESTIONS FOR PLANNING AND USING VISUALS EFFECTIVELY

- Be familiar with the basic operations of the electronic devices – over head projectors slide show.
- Rehearse your presentation. The presenter must be familiar with the visual aid.
- Stand to the side and avoid blocking the listener's view of the visual aids.
- Be ready with your notes in the case of power failure non-functioning or mal functioning of the electronic devices.
- Refrain from removing the aid before the audience has the opportunity to absorb the material.
- Talk tothe audience not to the visual aids.
- If you have to say something before hand, first complete your point and then switch over to your visual aid.
- Hands out may be distributed that is charts, presentation, abstracts, and summaries, brochures, and pamphlets, outlines and so on.
- Visuals should big enough for everyone to see.

UNIT XI GROUP COMMUNICATION



11.1 BEHAVIOUR PATTERN:

- Those who cannot discus argue.
- Those who cannot argue quarrel.
- Those who cannot quarrel fight.

BEHAVIOUR OF MEMBERS IN A GROUP DISCUSSION

PATTERN OF STARTING A DISCUSSION

- Shall we make a start?
- We have assembled to discuss.
- Shall we set ball rolling?
- Let's make a start.

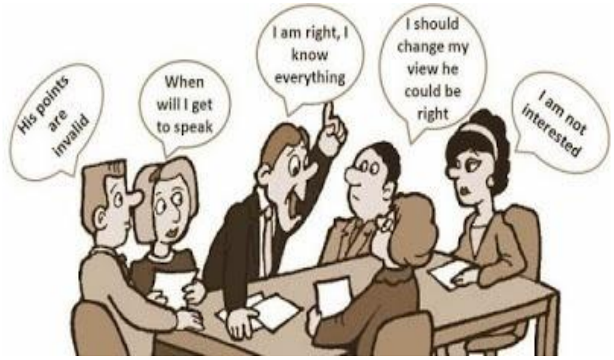
BEHAVIOUR PATTERN DURING THE DISCUSSION

- Be a good listener. This will help you react to the views of others.
- Be always courteous. When someone appreciates your point of view, respond positively and say ‘Thank you for your compliments.’
- Be graceful. Don’t be emotional and aggressive. Aggressive attitudes will spoilyour line of thinking and you are likely to go off the track.
- Don’t intervene unnecessarily when others speak.
- Don’t hesitate to own your mistake and accept your defeat sportingly.
- Make your comments short and sharp.
- A prolonged talk and repetition of ideas will always go against you.

11. 2 CO-OPERATIVE BEHAVIOUR

A friendly co-operative atmosphere is essential for effective deliberations.

All participants should, Help the group to make the discussion lively and pleasurable.



- Demonstrate a sense of fair play by treating others as they would like themselves to be treated.
- Conduct yourself will decorum and dignity.
- Show interest in what others say.
- Make sure that other members feel free to express their view.
- Make others feel free to express their views, opinions, comments and feelings.
- Be appreciative of views of others if they demolish your point of view.

11.3 ANALYSIS OF A GIVEN TOPIC

- ➢ In a Group Discussion, a topic is given and you are asked to express your views.
- ➢ A case study is given and you are asked to study ways of tackling a problem.
- ➢ Analysis of a given topic or a case study depends on the participant's.

- General knowledge and knowledge of current affairs.
- Experience and background.
- Reading of newspapers and magazines.

➢ To understand the topic and analyze it, participants need to ask themselves the following questions:

- What is the topic about?
- What I know about it?
- What do I personally think about it?
- Does it require a judgment from me?
- What should my point of view be?
- What should my approach to the topic be?

➢ To analyze a given topic, participants should identify the nature of the topic. Topic can be classified into:

i) **Factual Topics** (about socio-economic and practical topics)

Examples include:

a) Child labor.
b) Terrorism in India.
c) Status of women in India.
d) Status of Aged in India.
e) Brain drain --- a boon or curse?

ii) **Controversial Topics** are argumentative.

They generate controversy or spark off noisy argument.

Examples of controversial topics include:

a) Reservation should be removed.

b) Women make better managers.

iii) **Abstract Topics** are about tangible things.

Examples include:

a) A is an alphabet.

b) 2 and 2 is not four but a star.

c) Beauty is Truth and Truth Beauty.

iv) **Case-based Group Discussion** uses a case instead of a topic.

A situation is given and you are asked to think about the situation.

11.4 AVOIDANCE OF INTERFERENCE AND RUDENESS OF LANGUAGE

- Develop a consensus regarding group standard early in the discussion.

- Be polite. Avoid rude behaviour, aggressive attitude, disrespectful and disorderly behaviour and rude language.

- Don't block the discussion. Don't interfere with the progress of group citing personal experiences unrelated to the problem, arguing too much on a point reflecting ideas without consideration.

- Don't be self-centered. Don't express personal, non-group oriented feelings or point of view supporting suggestions relating to one's own views.

- Don't seek recognition. Don't attempt to call attention to oneself by loud and excessive talking and aggressive attitude.

PATTERN OF INTERRUPTING A GROUP DISCUSSION

- Excuse me. I have an observation to make.
- If you don't mind, I make a suggestion
- Sorry to interrupt you
- Could I speak for a moment?
- Excuse me. I would like to make my observation
- I am afraid. I can't agree with the previous speaker
- I am sorry to disagree with the previous speaker.
- Sorry to object to your statement

- Try to avoid extreme phrases like ‘I strongly object’ or ‘ I disagree’ Instead try the following tips:
- I would like to share my views on…
- One difference between your point of view and mine.
- I beg to differ from you

AVOID SAYING

- I strongly disagree
- I disagree completely
- This is totally unacceptable
- That is out of question
- Definitely not
- It is not feasible or possible
- It is not possible to accept
- I can’t accept it
- I am strongly against it
- I am completely against it
- I really find it unacceptable
- I am absolutely against it

UNIT XII LEADERSHIP QUALITIES

12.1 LEADERSHIP QUALITIES

INTRODUCTION:



Group communication is a communicative situation. There is an exchange of ideas, views, thoughts and feelings about a topic by a particular number of people. They meet face to face and through free, systematic oral communication and arrive at a decision on an important issue or a solution to a problem.

A candidate's success in a group communication depends not only on his or her subject knowledge and oral skill but also his/her ability to provide leadership to the group. It is necessary to demonstrate the qualities of leadership.

LEADERSHIP QUALITIES:

The following leadership qualities are required to prove oneself a natural leader in a group communication.

12.2 ADAPTABILITY:

Adaptability refers to the ability to adjust oneself with the other members of the group. Member might differ from each other in their point of view. The leader has to accommodate the largest interests of the group and get along with them.

- **ANALYSIS:**

Analysis refers to the ability to analyze the participants' views and his own views and present all the points logically. To do this, a leader should have an analytical bent of mind and rational thinking.

- **ASSERTIVENESS:**

Assertiveness refers to being bold and assertive without being authoritative, aggressive and rigid. Assertiveness can help in tackling the chaotic group interested in sabotaging the discussion without contributing to its success and dealing with the bulldozers, individuals who are high on long power and low on logic.

12.3 COMPOSURE:

NOTES

In times of heated arguments and conflicting views, a leader should remain calm, cool and collected and not get easily provoked or excited. A situation where a few try to monopolize the group and create problems requires a bit of patience. He must bring together the people with different temperament and arrive at a consensus in the group communication.

CONFIDENCE:

Self-confidence is the hall mark of a leader. A leader can tackle a problem with confidence and find a workable solution.

CO-OPERATION:

Group communication is based on the concept of co-operation. A hostile approach by any member will go against the spirit of co-operation and will result in either delaying or sabotaging the whole discussion. To achieve the goal of group communication, every member should give up his/her ego and individual interest.

CO-ORDINATION:

A group cannot function as an effective team and accomplish a task without a co-ordination. Success lies in the total involvement of the group. Each participant should reflect team spirit by developing co-ordination during group communication.

12.4 PERSUASIVENESS:

Persuasiveness is an art that requires ability to persuade other men to accept what one says. One has to advance, strong, convincing, logical arguments supported by factual data and forceful illustrations.

OBJECTIVITY:

Objectivity is one of the qualities of being impartial without prejudice or bias. A leader should rise above his likes and dislikes. He should have positive attitude towards each one. He should not be influenced by emotional bias and irrational ideas.

UNIT XIII WRITING SKILLS

13.1 WRITING LETTERS AND ITS ESSENTIALS:



Letters have been the most common form of communication among people, parties and institutions. Letters were written to relatives, friends and well wishers, it was used for social purpose.

There are two forms of letters -- formal and informal. Formal letters are official letters and informal letters are personal letters. Official letters are used for different purpose and accordingly, there may be a wide range of variation in these letters. They can be appointment letter, an appreciation letter, a promotion letter, a termination letter, an official invitation letter, a request letter, an inquiry letter for purchase of equipment, hardware, software, stationery, material or service contract, a letter to a supplier, purchaser, service provider and a leave letter. Standard writing style is followed in official letters. Personal letters are used for conveying our wishes to our bestie. There is some freedom of language followed depending on the relation between the

communicators.

FORMAT OF OFFICIAL LETTERS

Most of the business letters have the following features.

(i) sender's details (ii) Receiver's details (iii) Subject and references (iv) Courteous greeting or salutation (v) core (vi) conclusion (vii) termination (viii) outward number (ix) enclosure (x) details on the envelop.

FORMAT OF PERSONAL LETTER

(i) Receiver's details (ii) Courteous greeting or salutation (iii) core (iv) conclusion (v) sender's name.

13. 2 JOB APPLICATIONS

In Job applications the applier promises to offer his/her services to a prospective employer. It is always accompanied by the resume or CV of the applier. The Job application letter has two essential parts: Cover letter and resume or CV.

COVER LETTER

- The introductory paragraph gains attention and develop an interest in the employer
- The main body carries conviction with the help of the past performance.
- The concluding paragraph motivates the employer to take an

action of interview.

13.3 PREPARING A RESUME AND RESUME TYPES



RESUME:

A selective record of an individual's background.

A professional employment-seeking document.

A summary of an individual's

i. Education

ii. Professional training

iii. Work experience

iv. Special skills, Talents and Aptitudes

v. Activities and Interests

(Extra-curricular activities, Professional activities, Hobbies and Interests)

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RESUME DESIGN:

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(To contribute to the growth of a leading company / an institute
To work in a challenging position with opportunities...
To work in Administrative / Faculty / Sales position....)

iv. PROFESSIONAL SUMMARY:

A one – sentence statement listing the applicant's essential skills.

v. EDUCATION:

This includes applicant's

a) Name of the institute of study.
b) Duration of the course.
c) Year of study.
d) Degree/Diploma/ Certificate with class
e) Grade obtained
f) Training program, seminars, and workshops.
g) Attended/ Paper presented / Published.

SPECIAL SKILLS:

This includes the applicant's special talents relevant to the post applied for:

a) Computer programming.
b) Computer processing.
c) Data processing.
d) Foreign languages known.
e) Software development.
f) Drafting/ Writing skills.

Activities and Interests:

a) Extra curricular.

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c) Professional activities.

d) Hobbies.

e) Interests (Games played and won Sports events participated and won Display of Histrionic, Oratorical, Academic talents)

Achievements / Accomplishments / Honours:

These include the applicant's

a) Scholarships.

b) Fellowships.

c) Awards.

d) Accolades.

e) Distinctions.

f) Commendations.

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References:

This includes the applicant's

a) The previous employer.

b) The immediate employer.

c) The teacher.

The research guide with her/ his designation, full postal address, telephone number, fax number and e-mail address.

RESUME STYLES / RESUME TYPES:

The following are the types of Resumes.

i) **Chronological Resume**: (Example to be given)

a) It organizes past employment record / education.
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c) fissional qualification.
d) It starts with the current or most recent experience or educational or professional work backwards (Descending order)

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a) It highlights accomplishments and emphasizes skills.
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iii) Combined Resume:

A combined resume follows a mixed style.

a) It draws on the best characteristics of the chronological and functional resumes.
b) It highlights skills but includes detailed information about the candidate's education and work experience.

UNIT XIV MEMOS / E- MAIL

14. 1 MEMO

Originally, the word '<u>memorandum</u>' came from the Latin <u>'memoranda'</u> to remember and meant literally, '<u>A thing to be remembered</u>.'

- Internal communication is essential for the external functioning of an organization.
- Internal communication flows through three important channels:

i) Face – to - face communication
ii) Communication over telephone
iii) Communication through an inter- office memorandum.

- A memorandum is called, for short, a memo.
- A memo is a brief note of things to be remembered or it may be a note or letter sent from one person to another in an office.
- Basically, a memo is a brief written communication in a conventional form and circulated within an organization to meet a specific need.

14.2 USES OF MEMOS:

- A memo is an important means of communication used to send information inside an organization.
- It felicitates communication about various operations.
- It plays an important role in arriving at some quick decisions.
- To request for action/ information.
- To confirm the details of a meeting, conference, or telephone call.
- To report the details of a project at regular intervals.
- Memos solve the problems.

- Like informing the reader about policy changes, price increases, introduction of the new products or service, new market strategies, etc.
- By persuading the reader to take an action such as attend a meeting / conference, change a current production procedure etc.
- By discussing matters relating to transfers / promotions etc.
- Inter-office memos enable the flow of information in all the three types of organizational communication namely:
- ✓ Vertical (the president of an organization to the vice –president.
- ✓ Horizontal (the vice – president of one division to the vice – president of another division.)
- ✓ Diagonal (the president of an organization to an employee directly)

- Contains office information and guidelines.
- Contains proposal or requests of proposals.
- Gives feedback suggestion, instruction or recommendations.
- Seeks explanation for clarifications.

In short, memos help in bridging the communication gap among the various sections and also serves as permanent records of information.

No other kind of written communication reaches so many people at so many levels as does memo in an organization.

Memos are importance not only because of their frequency of use and the range of subject-matter presented in them but also because memos represent a component of inter personal communication skills in an organization.

14.3 CLASSIFICATION / KINDS OF MEMOS:

According to their purpose, memos are classified as follows:

DOCUMENTARY MEMOS:

These memos are mainly used for conveying information:

- To your subordinate to remind, to announce, to give instructions, to explain a policy/ procedure.
- To your peer/ superior to make a request / routine recommendations.

- To confirm an agreement.

Short reports also can be submitted in the form of documentary memos. Such reports are called memo reports.

BUSINESS MEMOS:

Business memos are sent within an organization to meet a specific need:

- To convey policy statements.
- To invite the reader to business meetings/ conference.
- To seek explanation / clarifications.
- To describe problems.
- To request for information.
- To solve problems.
- To act as a means of decision making.

CONGRATULATORY MEMOS:

- Memos are used to give credit to employers of an organization for their outstanding achievements.
- For the vice-chancellor of a university to congratulate the member of the faculty for their research findings.
- For the employers to compliment their officers for the awards and honours.

DISCIPLINARY MEMOS:

Memos are used to inform the erring members the type of disciplinary action taken for the breach of code of conduct.

14.4 E-MAIL

INTRODUCTION:

Technology continues to change the way we work and the way we write. Not too long ago, a pen, a type writer and a telephone were the primary equipments for business communication, and then came word processors, fax machines and e-mail. Today, we can choose from a host of tools that includes cell phones, web pages, video conferencing and instant messaging.

DEFINITION:

E-mail means electronic mail. It is the medium of communication. It sends and receives messages through specially designed computer network. E-mail refers to messages sent over computers. It includes everything from casual note to friends to multimedia presentation sent across the world.

ADVANTAGES:

Due to its high speed, low cost and efficiency, e-mail is today one of the most important channels of communication.

SPEED:

Speed is the main advantage of using e-mail. Regular mail takes days or even weeks to reach its destination but e-mails are faster than letters or memos. They are used for quick transmission of information and ideas. A message can be sent quickly to anyone in the word. Distance is immaterial.

LOW-COST:

Low cost is another advantage of e-mail. It is less expensive than any other channel of communication (postal mail, telephone, fax etc). The size of the message and the distance to the recipient do not affect cost.

QUICK DISTRIBUTION:

e-mail makes distribution quick and easy. It is a time-saving and labour saving medium of communication. Messages can be sent to move than one person at the same time. There is no repetition. e-mail can save your time in printing, copying and in distributing your message. You can use e-mail to send taxes and telexes.

FLEXIBILITY:

E-mail allows complete flexibility during composing and drafting. While sending e-mail, the sender can play the role of an editor – add, alter, modify, delete, revise and re design the message without printing and copying it. One can easily reshape e-mail messages before sending them. Moreover, one has the flexibility to receive or compose e-mails as per one's personal conveniences.

EASIER UPWARD COMMUNICATION:

E-mail promotes easier upward communication. While using e-mail, the sender need not worry about a formal and fixed style of communication. A person may follow the norms of any set pattern of writing and is free to chose any style or pattern that suits the content.

PERSONAL COMMUNICATION:

E-mail is also useful in your personal communication. You can communicate with friends and family anywhere in the world.

Professional and Business relationship:

Like business letters and memos, e-mail messages help to reinforce professional and business relations. Everyday business dealings and ordinary activities of business would not be possible without e-mail. E-mail can be used to reach to the people outside an organization and to send information within organization.

STORAGE OF COMPUTERS:

Computer programmes themselves can use e-mail and communicate the information to a person or another computer. You can read groups as well as individuals and shares files of data, spread sheets, videos, music and anything else. You can store on a computer.

DISADVANTAGES:

NO SECURITY:

Lack of security is one of the major problems of e-mail. Today's systems are easy for professional to break it. They are only as secure as a house with a simple lock.

NO SECRECY:

E-mail is not private as a conversation might be. Your employer may legally check your messages. A message sent to one person can be printed or forwarded to others without your knowledge and consent.

14.5 ADVERTISEMENT:



Advertisement is a form of communication that typically attempts to persuade potential customers to purchase or to consume more of a particular brand of product or service. Many advertisements are designed to generate increased consumption of those products and services through the creation and reinforcement of "brand image" and "brand loyalty". For these purposes, advertisements sometimes embed their persuasive message with factual information.

ADVANTAGES AND DISADVANTAGES OF ADVERTISEMENT

- The advertisement informs the consumer about qualities and price of goods and this makes purchasing easy for the consumers.

- By regular advertisement, the manufacturer can sell the goods directly to the consumers without depending on middlemen this eliminates the Middleman's charges and profit. It means higher profit to the manufacturer and lower prices to the consumers.

• It helps in improvement of the quality of the goods.

• The consumers are attracted by the quality of the products that are advertised. If the consumers are convinced that the quality is the same that is advertised, they continue buying.

• It helps the consumer to save time. As the consumer has already been the consumer is not required to spend time in getting the products.

• It raises the living standard of consumers.

• It provides knowledge about the new designs of the commodities to consumers and thus consumers consume those commodities and increase their living standard.

DISADVANTAGES:

- want to see them item properly before buying it
- Get addicted to it and spend more money than you originally wanted to.
- Wouldn’t be getting as much exercise as you usually would be if you were going to the shops every weekend.
- Your social life could become very dull.

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